



*Tom Wickerham, Chair  
Matthew Ecker, Vice-Chair  
Cornelia Mead, Secretary  
Laurelee Dever, Director*

## Statewide SEFA Council

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### **SEFA Statewide Council Meeting – August 2, 2016 in Albany, NY.**

Council members present: Matt Ecker, Furn Lorento, Kathy Pantaleo (alternate), Tom Wickerham, Bill Ferguson, Cornelia Mead, Tammy Menard (alternate).

1. Tom Wickerham called the meeting together at 10:00 am.
2. Approval of minutes from 5/19- two corrections from Laurelee, accepted as corrected. Motion Bill Ferguson, seconded Furn Lorento, motion carried.
3. Director's report
  - a. Tom reported that final reconciliation with Earthshare is complete and final documents are on file with the secretary of the council.
  - b. Clarify that in absence of Scott Ray, Tammy Menard is here as alternate for region 4
  - c. Tom congratulated Laurelee on getting the print materials produced early, the book and posters are ready now
  - d. Three campaigns missing campaign managers, OGS has issued RFP, Allegany got a bid from Niagara which will likely be approved (Marilyn Wilson from UW Niagara confirmed), other two regions no bidder (Delaware Otsego and Sullivan Ulster)
  - e. Tom Wickerham- part of contract with UWGCR includes semi-annual review, he has distributed today the FCCM self-review.
4. Finance committee report- Bill Ferguson
  - Bill presented the June invoice package from GCUW, has been reviewed by finance committee. Total \$10729.94. Bill moved, Matt second motion to pay the invoice. Motion carried.
  - Bill reminded local committee reps that council assessments will be invoiced quarterly and we urge you to pay within 30 days, it will be helpful.
  - \$23204.62 cash on hand currently.
4. Tom - travel expenses (discussion)
  - Some SEFA council members have asked about travel expenses for their travel to meetings. SEFA regulations provide for travel reimbursement for the Cabinet, but does not mention the Council.
  - Some council members feel they choose to contribute their travel costs.
  - Concern that budgets are tight, and current Council budget contains only \$600 for travel.
  - Some council members are reimbursed by their state agency (but not all)
  - Some agencies allow the time to travel to meetings, but not the travel expense
  - Reiterated value of the face to face meetings.

- Tom decided the council should take this under consideration, would like to make it easy for the council to meet. Let's evaluate the potential costs.
5. Marketing Report: Presentation by Lisa Audi, UWGCR, (remotely, phone and PowerPoint)
- Basic materials are the book, and the poster. The book redesigned, looks clearer, reformatted.
  - Posters now two sided (as in the past)
  - Video, will be produced by Aug 22 or 23. Reviewed the messages they are planning to include. 15-30 seconds.
  - Digital advertising: statewide SEFA Facebook page, then ads can run in newsfeed. Don't need to focus on followers, and don't need a lot of content. Can target NYS departments, they can include SEFA in their profile. She will work with us all on how to implement this. Will provide a content schedule.
    - Lisa described how she reaches out to different groups via Facebook
    - Questions, how can she help us reach out to younger state workers.
    - Is there the opportunity to create an app to make giving easier for younger employees? Or at least to collect their information.
    - Reminder that we need to continue to have many layers of contact, will need paper forms for some agencies, as well as Facebook and apps.
    - Facebook logo on the posters?
    - Laurelee will work with Lisa on collecting information from coordinators (like kickoff dates) and suggested content to send out.

Adjourned for lunch.

Reconvened for the afternoon 1pm

6. Directors report- Laurelee Dever
- Printed materials are ready, should be delivered to coordinators by now
    - Tremendous amount of cleanup of the data
    - Reorganized, now the book is overall alphabetical
    - Coordinators thanked her for a smooth process and for sticking to the deadlines!
  - Working on spreadsheet for united ways to recertify their agencies
  - Website - still the old one for now, will get the book uploaded to that now. The new website will be ready soon, goal by Sept 1
  - Conference call on Thursday about e-pledging
  - Executive support, Lisa Audi and Brian have reached out to Governor's office asking for their support, but have not heard back
  - Management liaisons, reaching out to some contacts in the capital region
  - Loaned associates or loaned executives. Melissa from UW reached out to agencies and has gotten a good response
    - These people work with campaign manager during the campaign, she has created document listing benefits to the campaign and to the individual
  - Re-certifications- received over 300 to date
  - Advertising on the state website, need to figure this out
  - Application process to start December 1

- Charity numbers - plans to continue committee to evaluate the numbering system. Pete Decicco was interested, any others? Need to start working on this in November.

Bill Ferguson said how impressed he is with the dazzling work that UWGCR has done in a short amount of time

7. Executive support (Tom Wickerham)- UWGCR action plan (handout)
  - SEFA council chair has been sending letter to Governor's office annually asking for support, tricky to be sending the letter as a state employee...
  - Bill Ferguson suggested that the executive director could sign the letter, it might have the same impact?
  - Proposed schedule calls for a sequence of letters from SRFs council, committees, reach out to Governor's office and also local legislators.
  - Suggestion to reach out to Governor's office reps in each region?
  - Bill Ferguson motion for council to give support of the executive support action plan, seconded by Furn. Motion carried.
  - Laurelee will, provide templates and info for letters
  
8. Committee recruitment (Tom)
  - Tom requested ideas for successful committee member recruiting.
  - One coordinator said that without support from the Governor's office, she cannot get people to commit to volunteering
  - Suggestion- in the absence of governor approval, seek the help of a local legislator if possible. This worked in Clinton/Essex...
  - Bill Ferguson emphasized that council needs to know when there is no local committee so the council can step in to take on the role of approving budgets, etc.
  - Albany region has been successful working bottom up, through individuals, through unions, etc.
  - Working through ECM's at agencies
  - EAP coordinators are important to campaigns

Five-minute break

9. Payment of undesignated funds- handout
  - Tom shared handout which included the state regulation, to determine a consistent policy statewide, different campaigns do this differently
  - Undesignated funds should be distributed in the same proportion as the designated funds, so charities who have not been designated do not get any portion of undesignated funds either
  - Undesignated funds go to the same charities, in the same proportion as were designated in the local campaign.
- Language from SUNY upstate website is pretty clear: **State employees:** all undesignated donations are distributed in the same proportion as the designated funds.

10. Payments across regions- handout

- Currently some campaigns are sending funds to other FCCMs to distribute to their areas.
- There has been some double-dipping in fees charged by two campaigns.
- The practice should be that each campaign should send all donations directly to the charity, or the federation, wherever it is.
- How to handle for the current 2015 year? Leave it as it is.
- FCCMs request that this be spelled out clearly in writing, need clear instructions.

Round table comments and adjournment

Request to clarify the last two policies in writing with examples.

Motion to adjourn

Meeting adjourned 3:30 pm

Respectfully submitted,

Cornelia Mead

Secretary